



KSHB-TV

ORDER

Flight Dates 11/01/12-11/06/12

Contract / Revision 316441 / MO US SEN-Todd Akin-2012

Original Date / Revision 11/02/12 11/02/12 Agency Com 15%

Billing Contact

Advertiser Akin / Republican / Senate

7669 Stagers Loop
Delaware, OH 43015

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # 3181

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	52	\$17,488.75	\$20,575.00	0.00	10/29/12	11/06/12	52	\$17,488.75	\$20,575.00
Totals	52	\$17,488.75	\$20,575.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1--11--	:30	3	\$150.00	P-2	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1--11--			3		\$150.00		0.00			
2	KSHB	11/01/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	2--12--	:30	5	\$150.00	P-1	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	2--12--			5		\$150.00		0.00			
3	KSHB	11/01/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	1--11--	:30	3	\$100.00	P-2	0.00 NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	1--11--			3		\$100.00		0.00			



KSHB-TV

Print Date: 11/02/12

Page 2 of 3

Contract / Revision **316441** Flight Dates **11/01/12-11/06/12** Hiatus Dates
 Original Date / Revision 11/02/12/ 11/02/12 Order Sep 00:10:00
 Advertiser **Akin / Republican / Senate** Product **MO US SEN-Todd Akin-2011** Estimate # **3181**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSHB	11/01/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	1--11--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	1--11--			3		\$100.00			0.00			
5	KSHB	11/01/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	---11--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	---11--			2		\$500.00			0.00			
6	KSHB	11/01/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	---11--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	---11--			2		\$500.00			0.00			
7	KSHB	11/01/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M--TF--	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	M--TF--			1		\$900.00			0.00			
8	KSHB	11/01/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M--TF--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	M--TF--			1		\$1,200.00			0.00			
E 9	KSHB	11/01/12	11/04/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----11	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----11			2		\$400.00			0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		1	KSHB	10/29/12-11/04/12	Sa Su 5-530p Rotator	5-530p		-----SaSu	:30	(\$400.00)	0.00	NM			
		See MG 9.3													
		[no 5p news on sat due to notre dame!]													
		3	KSHB	10/29/12-11/04/12	Su Today Show	7-8a		-----Su	:30	\$400.00	0.00	NM			
		Ⓜ MG for 9.1 11/03													
10	KSHB	11/01/12	11/04/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----1-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-			1		\$450.00			0.00			
11	KSHB	11/01/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--11--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	1--11--			3		\$1,100.00			0.00			
12	KSHB	11/01/12	11/06/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	11-11--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	11-11--			4		\$150.00			0.00			
13	KSHB	11/01/12	11/06/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MT--TF--	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	MT--TF--			2		\$750.00			0.00			
14	KSHB	11/01/12	11/06/12	Today Show Today Show	CM	7-9a	MT--TF--	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/31/12	11/06/12	MT--TF--			2		\$750.00			0.00			
15	KSHB	11/01/12	11/06/12		CM	9-10a	11-11--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show II											
				Today Show II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	11-11--		4			\$300.00		0.00				
16	KSHB	11/01/12	11/04/12	Sa Today Show	CM	6-8a	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
				Sa Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$225.00		0.00				
17	KSHB	11/01/12	11/04/12	Sa 8-10a	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
				Sa 8-10am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$250.00		0.00				
18	KSHB	11/01/12	11/04/12	Sun 630-7a	CM	Sun 630-7a	-----S	:30	2	\$125.00	P-1	0.00	NM	2	\$250.00
				Sun 630-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		2			\$125.00		0.00				
19	KSHB	11/01/12	11/04/12	Su Today Show	CM	7-8a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
				Su Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$400.00		0.00				
20	KSHB	11/01/12	11/04/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
				Sun 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$250.00		0.00				
21	KSHB	11/01/12	11/05/12	M-F 10-11a	CM	10-11a	1--11--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	1--11--		3			\$50.00		0.00				
22	KSHB	11/01/12	11/04/12	M-F Late News	CM	10-1035p	---TF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		1			\$1,300.00		0.00				
23	KSHB	11/01/12	11/04/12	Sa Late News	CM	10-1030p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
				Late News Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$1,100.00		0.00				
24	KSHB	11/01/12	11/04/12	Su Late News	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Late News Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$800.00		0.00				
25	KSHB	11/01/12	11/04/12	M-F 1035-1135p	CM	1035-1135p	---TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		2			\$300.00		0.00				
Totals														52	\$20,575.00